

gomobile

'23

A graphic for 'GO DIGEST' featuring the text 'GO DIGEST' in large, white, sans-serif capital letters. The word 'GO' is at the top, 'DIGEST' is below it. A large, orange, multi-pointed starburst is positioned behind the word 'DIGEST'. The background is black with several instances of the text 'GO MOBILE' in white, curved, sans-serif capital letters, arranged in a circular pattern around the starburst. A small, white, four-pointed star is located at the bottom left of the graphic.

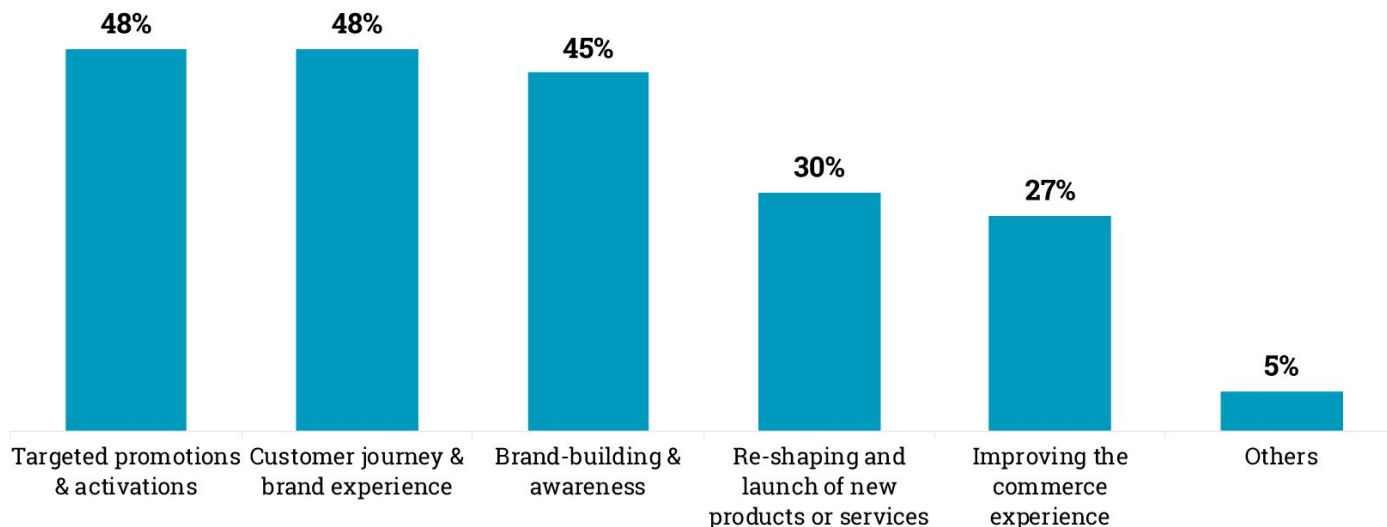


Research >>

01

LIONS' global reveals the Top Priorities for Creative Instruments in 2023

Top Priorities for Creative Investments in 2023



Published on MarketingCharts.com in April 2023 | Data Source: LIONS

Based on a December 2022 global survey of more than 2400 marketers, creatives, media owners, tech specialists and creative education bodies

02

Upping marketing spend during disruptive periods can drive profits, according to Gartner

- Nearly all marketers surveyed at the end of last year reported having adjusted their budgets amidst the current economic uncertainty
- Only 5% of respondents reported decreasing their spend. Those that increased spending were two times more likely to grow profits.
- While most respondents are spending more, fewer have embraced a contingency plan, per Gartner. Only 21% of marketers said they follow a disruption contingency plan, despite 81% of marketers having created such a plan

03

TikTok is still teens' favorite as Snapchat taps AI to win them back

US Teens' Favorite Social Media Platform, Spring 2021-Spring 2023

% of respondents

	Spring 2021	Fall 2021	Spring 2022	Fall 2022	Spring 2023
TikTok	30%	30%	33%	38%	37%
Snapchat	31%	35%	31%	30%	27%
Instagram	24%	22%	22%	20%	23%
Discord	5%	5%	5%	4%	3%
Facebook	2%	2%	3%	2%	3%
Twitter	3%	2%	2%	2%	2%

Note: teens with an average age of 16.2; excludes "other" responses

Source: Piper Sandler, "Taking Stock With Teens," April 4, 2023



01 Hanes breaks stuffy Victorian Era conventions with help from Blondie

The Martin Agency and Hanes break with the period's stuffy conventions by showing aristocrats stripping off their attire and dancing in Hanes Originals to the tune of Blondie's "Heart of Glass."



Source:

https://www.youtube.com/watch?v=eBJ8ZVc-2_M

02 L'Oréal Paris's victim-blaming posters are just asking to be torn down

In response to the stats about harassment in public, the beauty brand enlisted McCann Montreal to create an out-of-home campaign that could not be ignored.



Source: <https://www.youtube.com/watch?v=EP4D69ZDKtY>

03

Acura promos Integra Type S in anime series 'Chiaki's Journey'

The second season of a retro, action-packed anime series revolves around a young racing protégé and her turbocharged 2024 Integra Type Snew.



Source: <https://www.youtube.com/watch?v=pD6W4oh1pLY>



Case studies >>

01

Badgley Mischka Makes a Fashion Statement with BigCommerce

Challenge:

- To Improve functionality and agility gaps in the direct-to-consumer (DTC) online store.

Results:

- 61.21% increase in revenue
- 18.62% increase in conversion rate
- 31% increase in average order value

02

Marc O'Polo Achieves Outstanding ROAS of 1500% with Outbrain

Challenge:

- To draw the attention of as many customers as possible towards Marc O'Polo's online store

Results:

- 1500% ROAS On Mobile For Men's Campaign
- 484% ROAS On Desktop For Women's Campaign

03 How AMPXD™ team helped PFU integrate Happy Hacking Keyboard with the rest of its marketing materials

Challenges:

- To integrate Happy Hacking Keyboard's website within the overall Marketing Technology Platform.
- To redesign a website to better integrate with overall Social Campaigns as well as a replatform from WordPress to Sitecore.

Results:

- 228,926 Total impressions
- 6.4% Engagement Rate
- 1,642 Total Link clicks



01

Apple's Safari Quietly Made It Harder for Sites to Work With Third Parties Like Google Analytics

Apple is closing a loophole where sites could pass off third-party partners as first-party cookies. Websites use first-party cookies to know who audiences are when they return to their sites. First-party cookies, for instance, mean that people don't have to log in every time they visit a publisher's site.

02

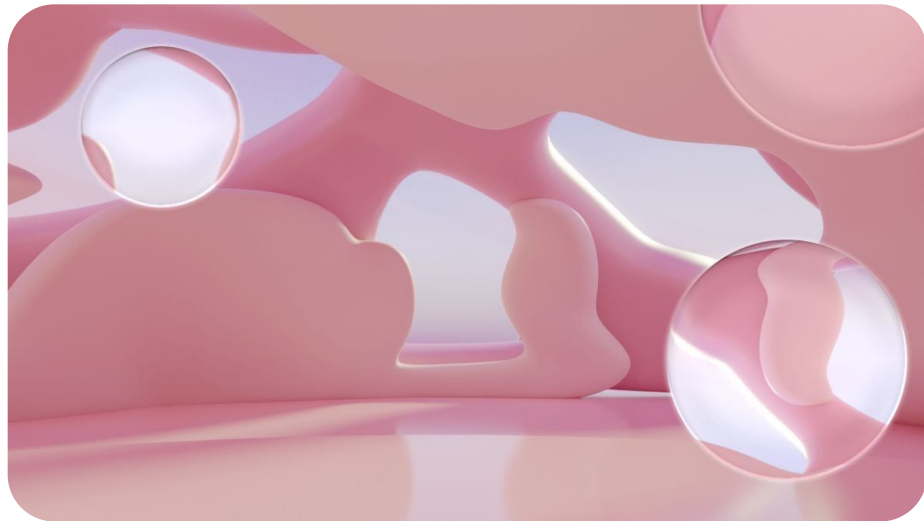
Salesloft unveils generative AI capability to boost seller productivity

Salesloft, a provider of a sales engagement platform, has introduced a range of new enhancements, including AI generative text, designed to unlock seller productivity, help customers scale their global revenue organizations, and drive increased revenue outcomes.

03

Inaugural Metaverse Beauty Week coming to Decentraland, Roblox and Spatial

Carrying the tagline “Reality Gets a Makeover” the event was developed by creative agency Cult and includes in-person activities in New York and London.



A teaser image for Metaverse Beauty Week's main plaza in Decentraland.

Let's create digital history together!



For more news and insights:



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